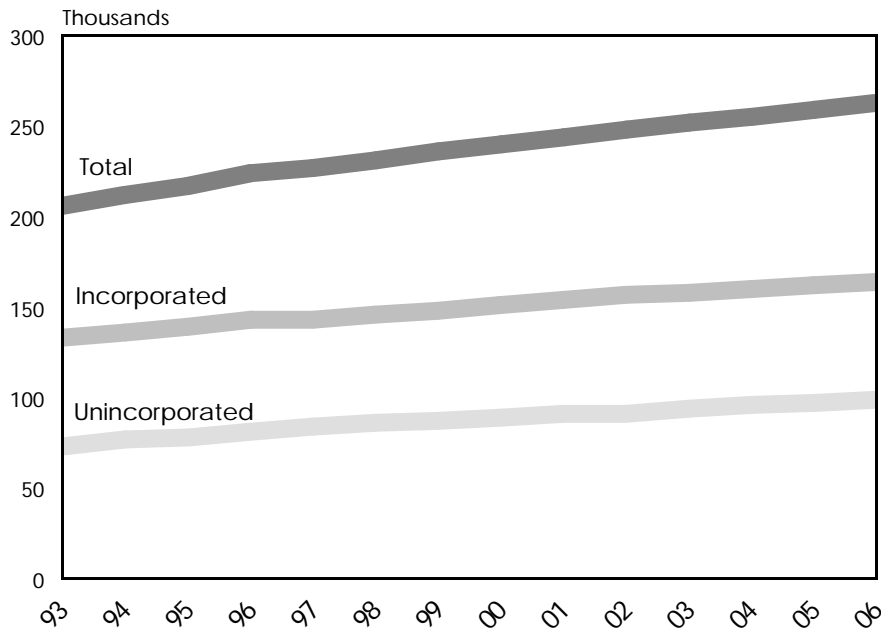


# COMMUNITY ECONOMIC PROFILE

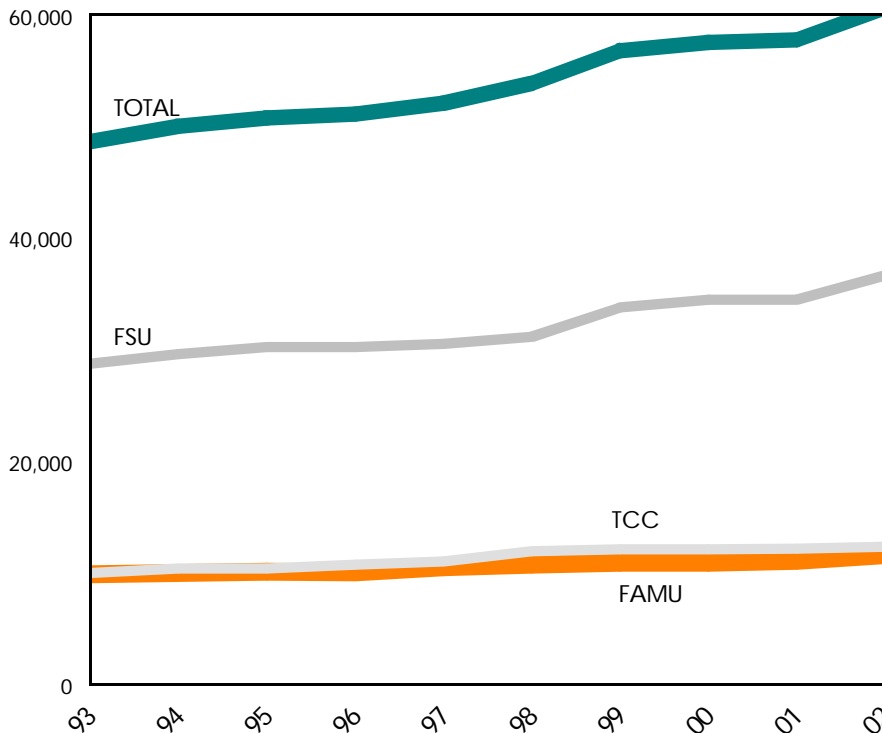
## Population



Source: Tallahassee/Leon County Planning Department, Division of Research & Graphics, and University of Florida BEBR.

The population of the County in 2002 was 248,039: 63% Incorporated and 37% Unincorporated. Average ratios over the last decade have remained steady at this 2/3 & 1/3 ratio. Total county population projections are moderate and are stable at 1.5%. The county and the incorporated area have grown steadily with neither area having greater growth than the other, over the last decade. Population estimates include higher education enrollment.

## Higher Education Enrollment



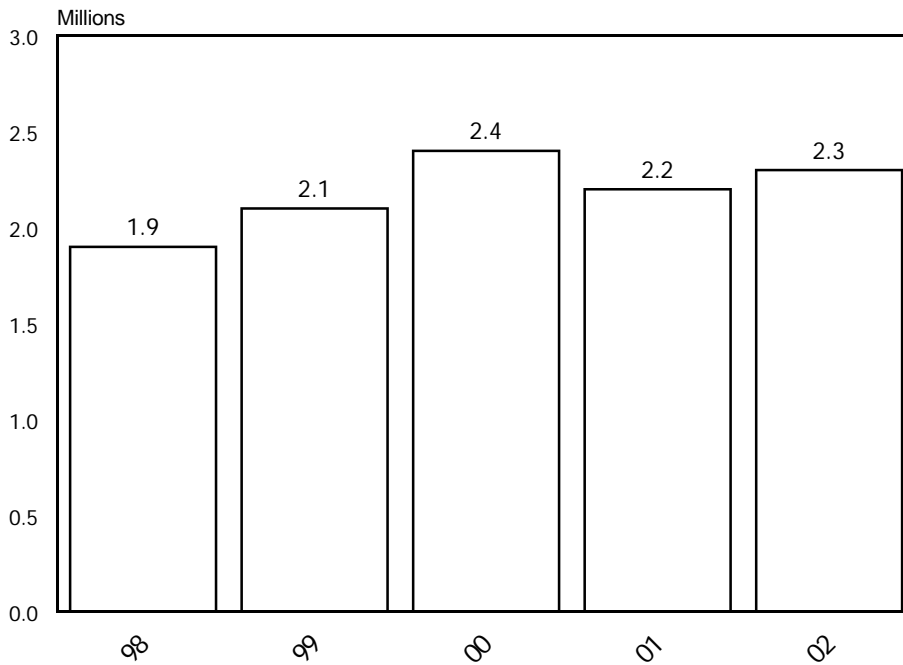
Source: Tallahassee/Leon County Planning Department, Office of the Registrar for FSU, FAMU and TCC.

Three institutions of higher learning are located in Tallahassee: Florida State University (FSU), Florida Agricultural & Mechanical University (FAMU), and Tallahassee Community College (TCC). Total enrollment for 2001 was 57,803 and has remained relatively constant the past 3 years.

In the last decade, FAMU has had the highest overall average enrollment increase (2.7%), followed by FSU (2.3%), then TCC (1.39%). However, in the last year, TCC has had a higher enrollment increase (1.8%) of the 3 institutions.

# COMMUNITY ECONOMIC PROFILE

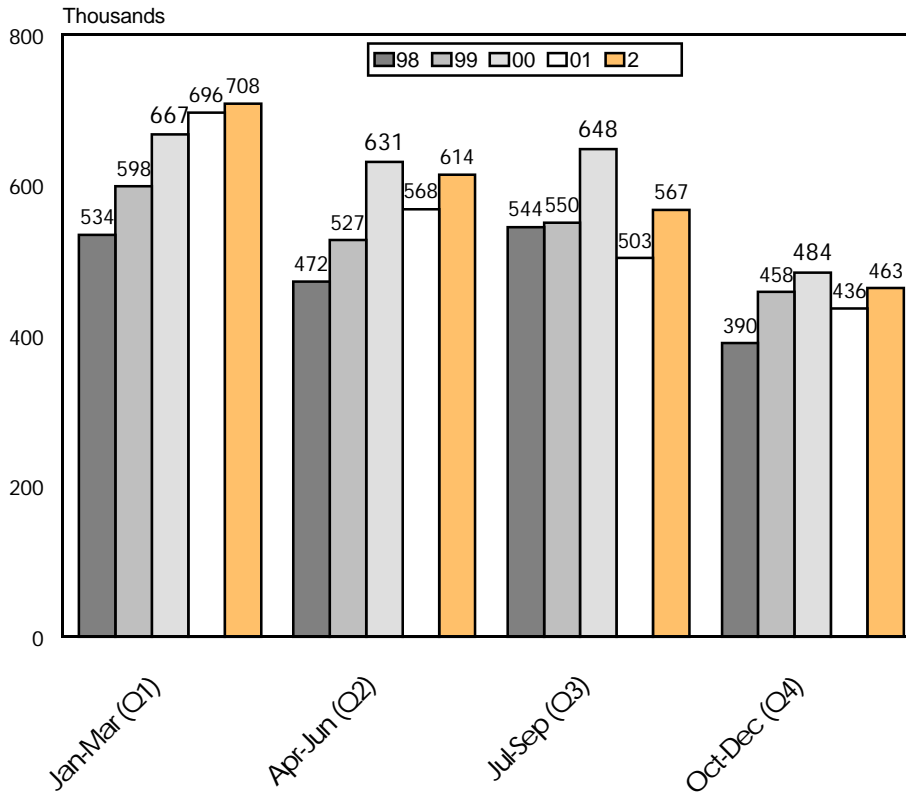
## Annual County Visitors



Source: Leon County Tourist Development Council, Dr. Mark A. Bonn, Ph.D., College of Business, Florida State University

Visitor data is collected and reported on an annual basis, therefore, 2001's 8% decrease in visitors reflects two events that significantly impacted usual increases: (1) the events on and after September 11 and (2) a national recession. Visitor data from 2002 reflects a 5% increase in visitors from the previous year.

## Quarterly Visitors



Source: Leon County Tourist Development Council, Dr. Mark A. Bonn, Ph.D., College of Business, Florida State University

Visitor increases are usually seen in the 1st and 2nd quarters (Q1 & Q2) due to the legislative session and higher education events. In 2001, the 2nd quarter experienced a decrease which may be the result of the start of a national recession. However, the 2nd quarter in 2002 increased by 8%.

The 3rd quarter (Q3) reflects a 13% increase from the previous year. The 4th quarter is typically the quarter with the least visitors.

# COMMUNITY ECONOMIC PROFILE

## Unemployment Statistics

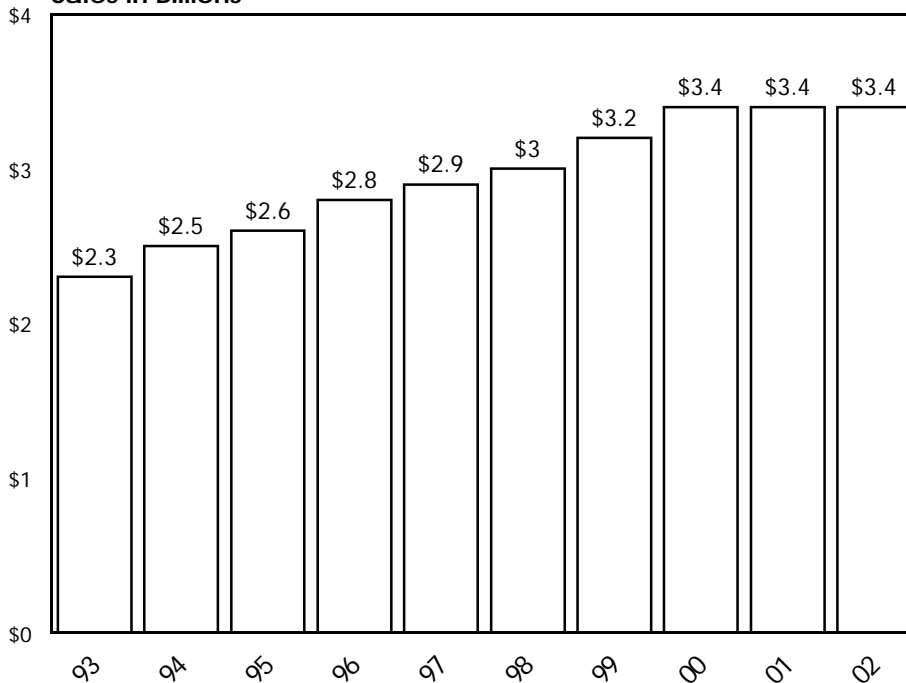


Unemployment rates are a traditional indicator of economic health. Leon County's unemployment rate has remained below the state and national averages for the last ten years. In addition, it increased 8% in 2000 and 15% in 2001. In 2002, the unemployment rate decreased -3%.

Source: Florida Agency for Workforce Innoation, Labor Market Statistics; US Department of Labor, Bureau of Labor Statistics; Tallahassee Leon County Planning Department

## Taxable Retail Sales

### Sales in Billions

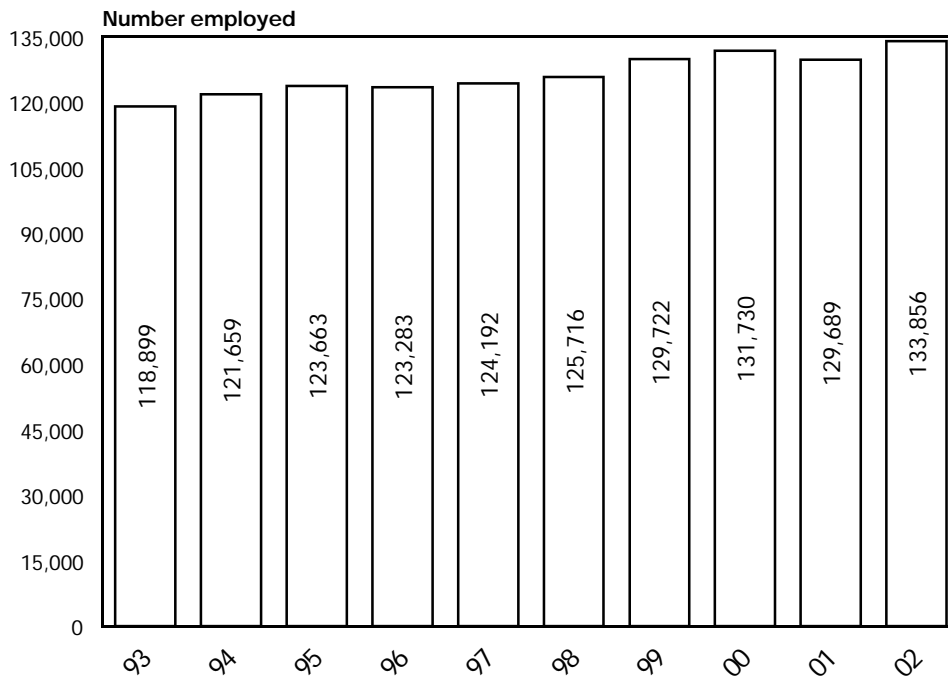


Taxable Retail Sales are reported by Metropolitan Statistical Area (MSA). Tallahassee's MSA includes Leon and Gadsden Counties. Taxable retail sales leveled in 2002 and this leveling was attributed to the 2001 recession and national events. While taxable retail sales in 2002 suffered a 1.7% decrease statewide from the previous year, sales in Tallahassee's MSA in 2002 represents a 1% increase over sales in 2001.

Source: Florida Legislature's Office of Economic and Demographic Research, Tallahassee Leon County Planning Department.

# COMMUNITY ECONOMIC PROFILE

## Total County Labor Force



The number of civilian workers in Leon County increased slightly by 3% from 2001 to 2002. Since 1993, the number of workers in the labor force has increased an average of 1%.

Source: Source: Florida Agency for Workforce Innocation, Labor Market Statistics; US Department of Labor, Bureau of Labor Statistics; Tallahassee Leon County Planning Department.

## Employment by Industry - 1992 vs. 2002

Industry	# Employees 1992	% Labor Force	# Employees 2002	% Labor Force	% Change
Government	53,000	42.2%	61,100	36.9%	15.3%
Services & Miscellaneous	28,400	22.6%	50,000	30.2%	76.1%
Retail Trade	22,843	18.2%	28,800	17.4%	26.1%
Finance, Insurance & Real Estate	5,100	4.1%	6,400	3.9%	25.5%
Construction	5,200	4.1%	6,300	3.8%	21.2%
Wholesale Trade	3,657	2.9%	4,800	2.9%	31.3%
Manufacturing	4,400	3.5%	4,400	2.7%	0.0%
Transportation, Communication & Public Utilities	3,100	2.5%	3,800	2.3%	22.6%
<b>Total</b>	<b>125,700</b>	<b>100%</b>	<b>165,600</b>	<b>100%</b>	<b>31.7%</b>

Over the past ten years, Leon County's major industries include Government, Services, and Retail Trade. This is attributed to the support needed for the large government and higher education infrastructure located in the area.

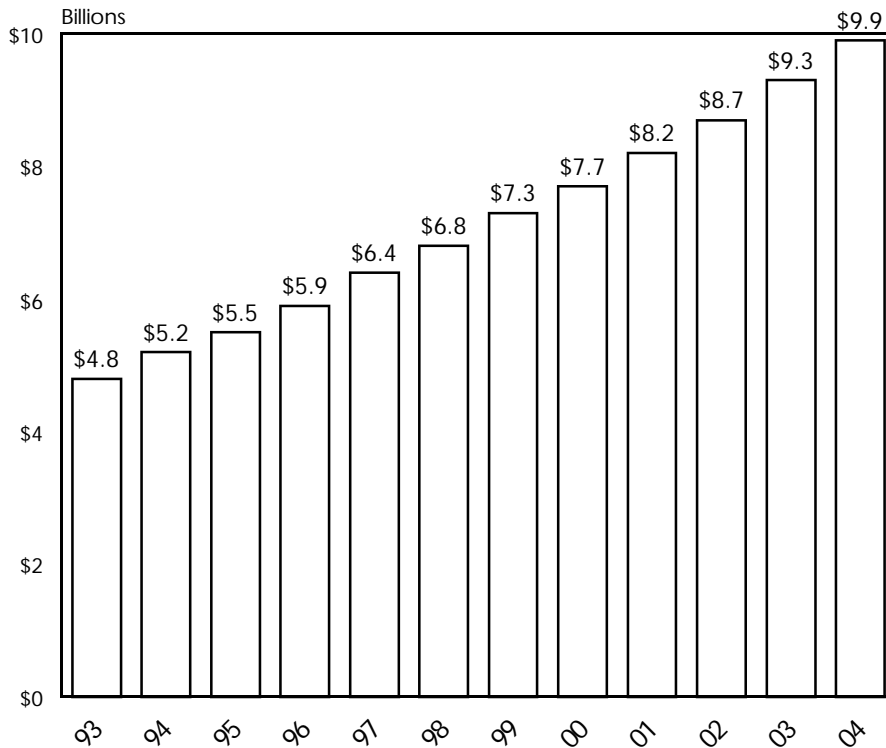
The most dramatic increase over the last decade is the services sector (76.1%). Manufacturing has remained stagnant (0%) and all other sectors increased ranging from 15.3% to 31.3%

As a whole, these industries have seen a 31.7% increase in employment over the past decade.

Source: Source: Florida Agency for Workforce Innocation, Labor Market Statistics; US Department of Labor, Bureau of Labor Statistics; Tallahassee Leon County Planning Department.

# COMMUNITY ECONOMIC PROFILE

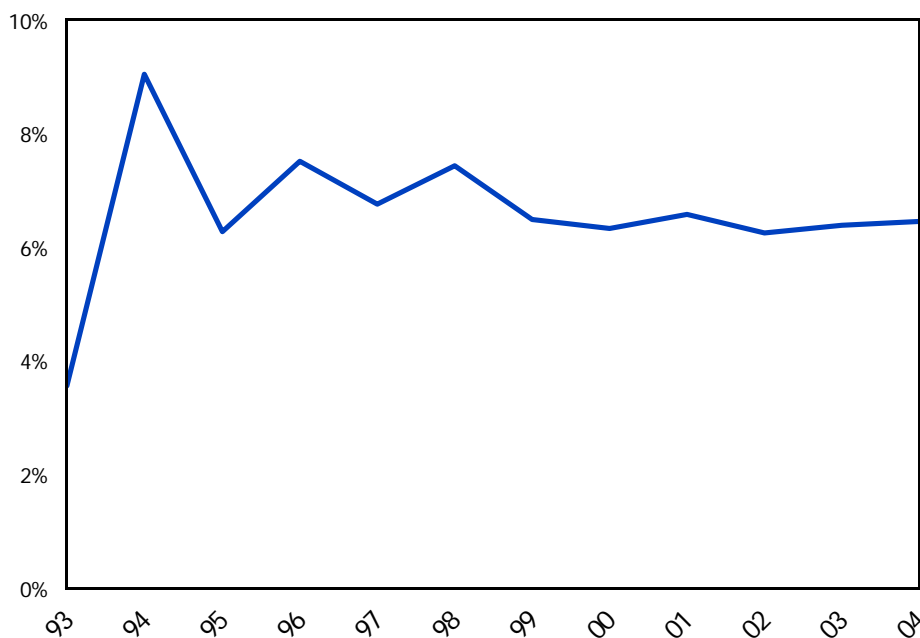
## Taxable Value



Taxable values have increased steadily over the past 10-year period.

Source: Certification of Final Taxable Value, Forms DR-420 & DR-422

## Annual Percentage Increase of Taxable Value



The average annual amount of growth during this ten-year period is 6.6%.

Source: Certification of Final Taxable Value, Forms DR-420 & DR-422

# COMMUNITY ECONOMIC PROFILE

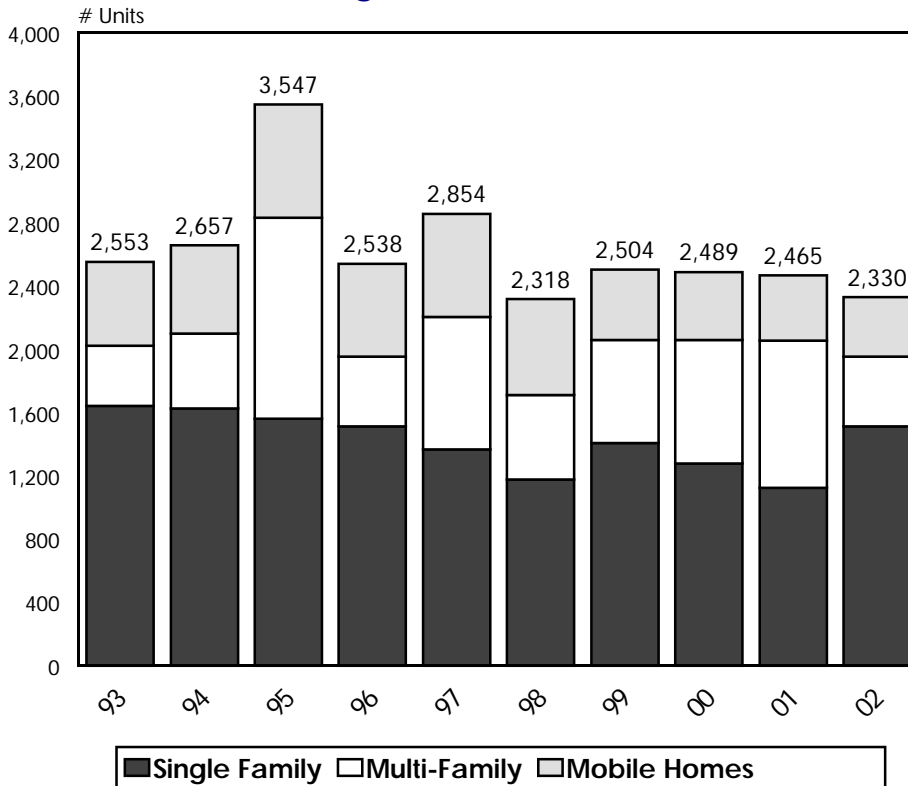
## Principal Taxpayers

2001			2002		
Name	Total Taxable Value	Total Taxes	Name	Total Taxable Value	Total Taxes
Sprint - Florida, Inc.	\$145,866,401	\$3,098,271	Sprint - Florida, Inc.	\$166,413,756	\$3,546,289
Talquin Electric Coop, Inc.	\$79,539,751	\$1,552,429	Talquin Electric Coop, Inc.	\$80,762,747	\$1,583,393
Smith Interest General Partnership (Gov. Square Mall)	\$53,291,304	\$1,140,860	Smith Interest General Partnership (Gov. Square Mall)	\$55,129,609	\$1,184,184
Koger Equity, Inc.	\$50,325,932	\$1,077,377	Koger Equity, Inc.	\$46,631,378	\$1,001,653
Stiles, J.A., III Etal. Trust (Tallahassee Mall)	\$39,135,430	\$837,811	Stiles, J.A., III Etal. Trust (Tallahassee Mall)	\$42,150,288	\$905,388
Blairstone Properties LLC	\$27,258,500	\$583,549	Wal-mart Stores	\$31,950,960	\$686,307
Comcast Cablevision, Inc.	\$27,651,300	\$568,505	Comcast Cablevision, Inc.	\$28,905,988	\$596,316
Capital City Bank	\$24,622,135	\$527,649	Blairstone Properties, LLC	\$27,252,400	\$585,382
Walmart Stores, Inc.	\$24,495,295	\$524,395	Capital City Bank	\$29,368,557	\$545,926
Elman Tallahassee Properties, Inc.	\$20,999,910	\$449,569	Florida Gas Transmission Companu	\$26,593,434	\$520,662
<b>Total</b>	<b>\$472,186,048</b>	<b>\$9,910,846</b>	<b>Total</b>	<b>\$535,159,117</b>	<b>\$11,155,500</b>

The taxable value of Leon County's Top Ten Taxpayers **increased** by \$62.9 million from 2001 to 2002. This 13% **increase** in value led to a 16% **increase** in total taxes paid based on total taxable value.

# COMMUNITY ECONOMIC PROFILE

## Residential Building Permits



Source: Leon County Growth & Environmental Management and City of Tallahassee Building Inspection Division.

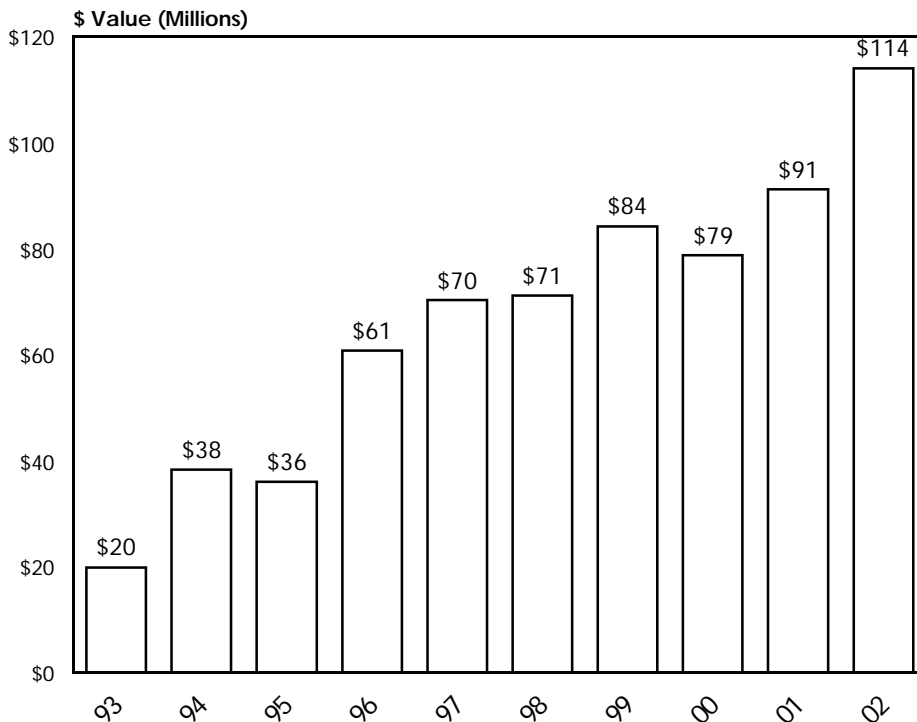
Overall, Residential Building Permits have decreased over the last three years: 1% in 2000, 1% in 2001, and 5% in 2002.

Single-family permits decreased noticeably (12%) in 2001, but increased by 35% in 2002.

Multi-family permits increased 19% in 2001 largely due to the building of apartment buildings, but decreased 53% in 2002.

Mobile home permits decreased slightly (5%) in 2001 and also in 2002 (9%).

## Commercial Permits



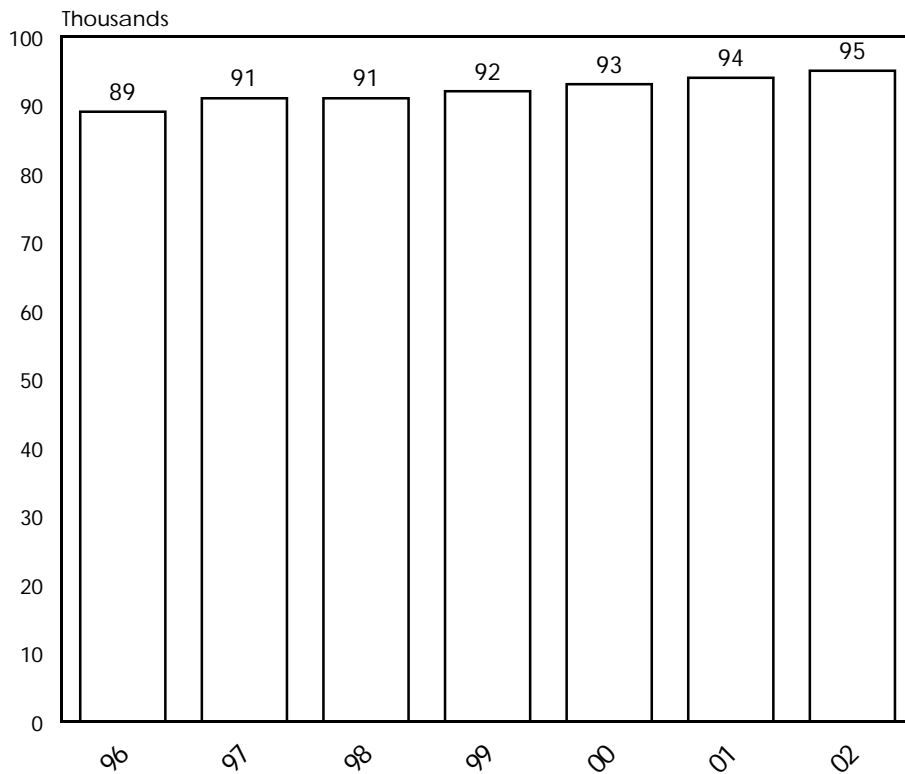
Source: Tallahassee/Leon County Planning Department

In 1996, commercial development showed a substantial increase. This trend continued through 1999. Since 1996, commercial development in Leon County has remained relatively strong. 2002 reflects a 25% increase over 2001 activity.

# COMMUNITY ECONOMIC PROFILE

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## Homestead Parcels



Growth in homestead parcels remains steady at approximately 1% growth per year.

Source: Property Appraiser, Official Tax Roll Certification